

ORDER



Orders
Order / Rev: 65722
Alt Order #: 9841311 /Brad
Product Desc: JOE PITTS 4 CONGRESS
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/15/12 / 11/12/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Murray Perskie & Associates
Buying Contact:
Billing Contact:
 741 Alexander Road
 Princeton, NJ 08540

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Pitts/R/Congress
Demographic: A35+
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	11	\$4,770.00	\$4,054.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$4,770.00	\$4,054.50	0.00
Totals	11	\$4,770.00	\$4,054.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	24%	\$4,770.00
Market	100%	\$19,875.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	76%	\$15,105.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	3	\$405.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		M-F 11a-12p		11a-12p	MTWThF----	:30		(\$325.00)		0.00	NM		
		Credited [Credited Spot]													
2	WHP	10/30/12-11/05/12		M-F 11a-12p		11a-12p	MTWThF----	:30		(\$325.00)		0.00	NM		
		See MG 1.3, 1.4, 1.5, 1.6 [Due to Political] Due to Political													
3	WHP	10/30/12-11/05/12		Sa-Su 11p-1130p News		11p-1130p	-----SaSu	:30		\$325.00		0.00	NM		
		Ⓜ MG for 1.2 11/05 [MG within Flight]													
4	WHP	10/30/12-11/05/12		Sa-Su LF		11:30 PM-12:30 AM	-----SaSu	:30		\$60.00		0.00	NM		

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Product Desc: JOE PITTS 4 CONGRESS
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	3	\$405.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	Ⓜ			MG for 1.2 11/05 [MG within Flight]											
5	WHP	10/30/12-11/05/12	Sa	1230a-130a		1230a-130a	-----Sa--	:30		(\$20.00)		0.00	NM		
	Ⓜ			Credited [Credited Spot]											
6	WHP	10/30/12-11/05/12	Su	1230a-130a		1230a-130a	-----Su	:30		\$20.00		0.00	NM		
	Ⓜ			MG for 1.2 11/05 [MG within Flight]											
E 2	WHP	10/30/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	2	\$195.00	P-2	0.00	NM	2	\$390.00
E 3	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	1	\$275.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WHP	10/30/12-11/05/12	M-F 4p-5p		4p-5p	MTWThF----	:30		(\$275.00)		0.00	NM		
				Credited [Credited Spot]											
E 4	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
E 5	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	2	\$1,600.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WHP	10/30/12-11/05/12	M-F 730p-8p		730p-8p	MTWThF----	:30		(\$800.00)		0.00	NM		
				Credited [Credited Spot]											
E 6	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	Sun Reg 1		7p-8p	-----Su	:30		(\$1,800.00)		0.00	NM		
				Credited [Credited Spot]											
													Totals	11	\$4,770.00